CLAIMS

1.   (Currently Amended) A method comprising:

providing a list of advertisements to be displayed, wherein one or more of the
advertisements comprise a link to be selected by a user to conduct a real time
communication between the user and an advertiser, a rate to compensate the user
to conduct the real-time communication with the advertiser, and an indicia of
whether the advertiser is currently available for real-time communication with the
user;

receiving, from one or more users, a selection of the link from the list of advertisements;

responsive to the selection of the link, establishing a connection for real time
communications between the one or more users and the advertiser; ~~and~~

compensating the one or more users based on the rate and a duration of the real time
communications between the one or more users and the advertiser <u>to generate a
balance to be paid to the user;</u>

<u>enabling the user to purchase one or more items advertised by the selected link by
deducting from the balance to be paid to the user</u>.

2.   (Previously Presented) The method of claim 1, further comprising:

receiving a request from an advertiser to establish an interactive advertising link; and

placing a link for an interactive advertisement among the advertisements.

3.   (Original) The method of claim 2, further comprising:

generating a record in an advertiser database, the record including advertiser information
contained in the request, wherein the advertiser information includes one or more
of a compensation price, real-time advertiser availability, specific type of the
advertisement, languages spoken by the advertiser and additional compensation
incentives.

4.   (Original) The method of claim 1, wherein the compensating the one or more users
further comprises:

billing the advertiser a billing amount for each interaction with the one or more users; and

transferring the billing amount to the one or more users.

5.   (Original) The method of claim 4, wherein the billing the advertiser further comprises:
measuring a duration of the interaction between the one or more users and the advertiser;
and
calculating the billing amount for the advertiser based on the duration of the interaction
and a time-based price paid by the advertiser.

6.   (Canceled)

7.   (Original) The method of claim 1, wherein each selection from a user includes one or more
of a category of advertisers, an advertiser payment price, advertiser type and advertisement.

8.   (Previously Presented) The method of claim 1, further comprising:
receiving a request from a user for connection to an interactive advertisement system via
a communications link;
establishing a connection between the user and the interactive advertisement system to
provide the user with an interaction with a chosen advertiser; and
providing the user with a list of multiple advertisement types available from the
interactive advertisement system.

9.   (Currently Amended) The method of claim 1, wherein the selection of the link comprises
the selection of an interactive seminar link to a selected interactive seminar; the
establishing of the connection further comprises:
establishing a real-time video communications link between the one or more users and an
advertiser of the selected interactive seminar; <u>and</u>
providing additional incentive-based links to the one or more users to provide additional
feedback~~; and~~
~~enabling the one or more users to purchase one or more items advertised by the~~
~~interactive seminar~~.

10.   (Currently Amended) The method of claim 1, further comprising:
providing additional incentive-based links to the one or more users to provide additional
feedback~~; and~~
~~enabling the user to purchase one or more items advertised by the selected link~~.

11.   (Original) The method of claim 1, wherein the compensating the one or more users
        further comprises:
        enabling a user to purchase an advertised product with limited availability, such that the
                user is compensated by having the ability to purchase the advertised product.

12.   (Original) The method of claim 11, further comprising:
        charging the user a predetermined amount such that the user is compensated by having
                the ability to purchase the advertised product; and
        transferring the predetermined amount to the advertiser.

13.   (Previously Presented) The method of claim 11, wherein the connection comprises a
        telephone connection between the user and the advertiser of the selected link.

14.   (Previously Presented) The method of claim 1, further comprising:
        responsive to receiving, from an advertiser interface, a request to activate an interactive
                seminar advertised by one of the advertisements, activating the seminar to allow
                one or more users to select and participate in the interactive seminar; and
        responsive to receiving, from the advertiser interface, a request to de-activate the
                interactive seminar, de-activating the interactive seminar to prevent additional
                users from participating in the interactive seminar.

15.   (Canceled)

16.   (Currently Amended) A computer readable storage medium including program
        instructions that direct a computer to perform a method comprising:
        providing a list of advertisements to be displayed, wherein one or more of the
                advertisements comprise a link to be selected by a user to conduct a real time
                communication between the user and an advertiser, a rate to compensate the user
                to conduct the real-time communication with the advertiser, and an indicia of
                whether the advertiser is currently available for real-time communication with the
                user;
        receiving, from one or more users, a selection of the link from the list of advertisements;

responsive to the selection of the link, establishing a connection for real time

communications between the one or more users and the advertiser; ~~and~~

compensating the one or more users based on the rate and a duration of the real time

communications between the one or more users and the advertiser <u>to generate a</u>
<u>balance to be paid to the user;</u>

<u>enabling the user to purchase one or more items advertised by the selected link by</u>
<u>deducting from the balance to be paid to the user</u>.

17.   (Previously Presented) The computer readable storage medium of claim 16, the method
further comprising:

receiving a request from an advertiser to establish an interactive advertising link; and

placing a link for an interactive advertisement among the advertisements.

18.   (Previously Presented) The computer readable storage medium of claim 17, the method
further comprising:

generating a record in an advertiser database, the record including advertiser information

contained in the request, wherein the advertiser information includes one or more
of a compensation price, real-time advertiser availability, specific type of the
advertisement, languages spoken by the advertiser and additional compensation
incentives.

19.   (Previously Presented) The computer readable storage medium of claim 16, wherein the
compensating the one or more users further comprises:

billing the advertiser a billing amount for each interaction with the one or more users; and

transferring the billing amount to the one or more users.

20.   (Previously Presented) The computer readable storage medium of claim 19, wherein the
billing the advertiser further comprises:

measuring a duration of the interaction between the one or more users and the advertiser;
and

calculating the billing amount for the advertiser based on the duration of the interaction
and a time-based price paid by the advertiser.

21.   (Canceled)

22.   (Original) The computer readable storage medium of claim 16, wherein each selection from a user includes one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.

23.   (Previously Presented) The computer readable storage medium of claim 16, wherein the method further comprises:

receiving a request from a user for connection to an interactive advertisement system via a communications link;

establishing a connection between the user and the interactive advertisement system to provide the user with an interaction with a chosen advertiser; and

providing the user with a list of multiple advertisement types available from the interactive advertisement system.

24.   (Previously Presented) The computer readable storage medium of claim 16, wherein the selection of the link comprises the selection of an interactive seminar link to a selected interactive seminar; the establishing of the connection further comprises:

establishing a real-time video communications link between the one or more users and a provider of the selected interactive seminar;

providing additional incentive-based links to the one or more users to provide additional feedback; and

enabling the one or more users to purchase one or more items advertised by the interactive seminar.

25.   (Previously Presented) The computer readable storage medium of claim 16, wherein the method further comprises:

providing additional incentive-based links to the one or more users to provide additional feedback; and

enabling the one or more users to purchase one or more items advertised by the selected link.

26.   (Previously Presented) The computer readable storage medium of claim 16, wherein the
        compensating the one or more users further comprises:
        enabling a user to purchase an advertised product with limited availability, such that the
            user is compensated by having the ability to purchase the advertised product.

27.   (Previously Presented) The computer readable storage medium of claim 16, the method
        further comprising:
        charging the user a predetermined amount such that the user is compensated by having
            the ability to purchase the advertised product; and
        transferring the predetermined amount to the advertiser.

28.   (Previously Presented) The computer readable storage medium of claim 16, wherein the
        connection comprises a telephone connection between the user and the advertiser of the
        selected link.

29.   (Previously Presented) The computer readable storage medium of claim 16, wherein the
        method further comprises:
        responsive to receiving, from an advertiser interface, a request to activate an interactive
            seminar advertised by one of the advertisements, activating the seminar to allow
            one or more users to select and participate in the interactive seminar; and
        responsive to receiving, from the advertiser interface, a request to de-activate the
            interactive seminar, de-activating the interactive seminar to prevent additional
            users from participating in the interactive seminar.

30.   (Canceled)

31.   (Currently Amended) An online incentive-based advertising system comprising:
        a user interface to provide a list of advertisements to be displayed, wherein one or more
            of the advertisements comprise a link to be selected by a user to conduct a real
            time communication between the user and an advertiser, a rate to compensate the
            user to conduct the real-time communication with the advertiser, and an indicia of
            whether the advertiser is currently available for real-time communication with the

user, the user interface to receive from one or more users a selection of the link
from the list of advertisements;

a processor to, responsive to the selection of the link, establish a connection for real time
communications between the one or more users and the advertiser;

a compensation unit to compensate the one or more users based on the rate and a duration
of the real time communications between the one or more users and the advertiser
to generate a balance to be paid to the user; and

a unit to enable the user to purchase one or more items advertised by the selected link by
deducting from the balance to be paid to the user; and
compensating the one or more users based on the rate and a duration of the real time
communications between the one or more users and the advertiser.

32.   (Previously Presented) The system of claim 31, wherein the user interface:
provides the user with a list of fields of advertisements, accepts a type of advertisements
desired by the user, provides the user with a list of interactive advertisements
stored in an advertisement database which match the type of advertisement
desired by the user, and receives the selection from the user.

33.   (Previously Presented) The system of claim 31, further comprising:
an advertiser interface to receive a request from an advertiser to establish an interactive
advertising link, and generate a record in an advertisement database, the record
including provider information contained in the request.

34.   (Original) The system of claim 33, wherein the provider information includes one or
more of a compensation price, real-time advertiser availability, specific type of the
advertisement, languages spoken by the advertiser and additional compensation
incentives.

35.   (Previously Presented) The system of claim 31, further comprising:
a public switched telephone network interface coupled to the processor to connect the
user to the advertiser.

36. (Previously Presented) The system of claim 31, further comprising:

a wireless communications network interface coupled to the processor to connect the user to the advertiser.

37. (Previously Presented) The system of claim 31, wherein the connection comprises:

a video link to connect the user to the advertiser.

38. (Previously Presented) The system of claim 31, wherein the connection comprises:

a voice communication link to connect the user to the advertiser.

39. (Previously Presented) The system of claim 31, further comprising:

a banner advertisement link module to generate an interactive advertisement link as a banner advertisement in a web page.

40. (Previously Presented) The system of claim 31, further comprising:

a banner advertisement link module to generate an interactive advertisement link as a banner advertisement in a web page returned from a search engine web site.

41. (Previously Presented) The method of claim 1, wherein the selection of the link comprises a selection of a link to an interactive poll; and wherein a user selecting the poll is compensated for providing a response to the poll.

42. (Previously Presented) The method of claim 1, wherein the providing the list of advertisements comprises providing a web page including one or more interactive advertising links to receive the selection.

43. (Previously Presented) The method of claim 42, wherein the connection for real time communications between the one or more users and the advertiser is separate from a communications link used in the providing of the web page.

44.   (Previously Presented) The method of claim 1, wherein the establishing of the connection
       comprises:
       conferencing together a first real-time communications link established to the one or
              more users and a second real-time communications link established to the
              advertiser.

45.   (Previously Presented) The method of claim 44, wherein the advertiser is concurrently
       connected to more than one user who selected the link.